



ZJELL

MODELS · EDITION 01

Posing *Masterclass*

The complete tutorial for new female models — every pose for every kind of photoshoot, from digitals and e-commerce to editorial, bridal and fitness.

176

CODED POSES

27

POSE CHAPTERS

8

WEEK PRACTICE PLAN

CONTENTS

Learn it. Practise it. *Own it on set.*

This masterclass takes you from your first mirror session to a confident professional shoot. Every pose has a code, step-by-step instructions and a coaching tip, so you can practise alone and speak the same language as photographers.

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01

READ

One chapter a day.
Understand *why* a pose works before you copy it.

02

MIRROR

Copy each pose in a full-length mirror. Hold for two seconds, reset, repeat.

03

FILM

Prop your phone at chest height and film yourself. Watch it back and fix one thing.

04

SHOOT

Bring your six best codes to every test shoot. Tell the photographer which ones you've practised.

BEFORE YOU START

Your first 90 days

Every successful model you see started exactly where you are: unsure what to do with her hands. Posing is a skill, not a gift. It is learned through repetition, feedback and patience.

“The camera doesn’t want perfect. It wants intention. Know what every part of your body is doing — and why.”

What this guide covers

Female posing for fashion, commercial, beauty and Indian ethnic shoots. It assumes no experience. Models under 18 must practise and shoot with a parent or guardian present.

WEEK 1-2

● Learn the basics

Read Part I. Practise posture, angles, expressions and hands every day.

WEEK 2

● Take your digitals

Six simple photos in fitted basics against a plain wall (page 21). This is what agencies and clients ask for first.

WEEK 3-6

● Build your pose library

Work through Parts II and III. Film yourself; choose the categories that suit you.

WEEK 4-8

● Test shoots (TFP)

Collaborate with photographers, makeup artists and stylists to build portfolio images. Always with a written agreement.

WEEK 8

● Create your portfolio

Choose 12–20 of your strongest images across 3–4 looks. Quality over quantity.

ONGOING

● Comp card & castings

A comp card shows your best 4–5 images and measurements. Attend castings, keep learning, keep shooting.



PART I

Foundations

What every model must know before the first click.

Shoot types, posture, camera angles, the ten golden rules of posing, facial expression and the small details — hands, legs, feet — that separate amateurs from professionals.

PART I · 01

The shoots *you will do*

Before you pose, ask: **who is this photo for, and what are they selling?** A catalogue client sells the garment. A magazine sells a mood. A beauty brand sells skin. The same pose can be right for one and wrong for another.

SHOOT TYPE	PURPOSE	POSING ENERGY	WARDROBE
Digitals / Polaroids	Unretouched casting photos	Simple, still, natural	Fitted basics, no makeup
Test shoot (TFP)	Build your portfolio with a creative team	Varied — try everything	2–4 planned looks
Portfolio / Book	Your best work, curated for agencies	Your strongest categories	Mix of looks
E-commerce	Product photos for online stores	Repeatable, product-first	Client garments
Catalogue / Lookbook	Present a collection or season	Relaxed, on-brand	Styled collection
Editorial	Magazine story — mood over product	Bold, angular, expressive	Concept-led styling
Beauty / Cosmetics	Makeup, skincare, hair close-ups	Micro-movements	Bare shoulders
Jewellery / Hand	Fine jewellery, watches, nails	Slow, precise hands	Plain necklines
Commercial / Print / TVC	Ads, hoardings, brand campaigns	Natural, warm, acted	Brand wardrobe
Lifestyle / Outdoor	Real-life moments, travel, café	Candid, mid-movement	Casual, seasonal
Ethnic / Bridal	Saree, lehenga, kurti, festive	Graceful, rich, proud	Draped garments, jewellery
Fitness / Activewear	Sportswear, gyms, yoga	Athletic, real effort	Activewear
Ramp / Runway	Live fashion shows	Even walk, end pose	Designer samples
Social / Influencer	Brand collaborations, reels	Camera-native storytelling	Self-styled

Ask before every shoot: What is the product? Who is the customer? Studio or location? What mood — happy, serious, dreamy, powerful? Will there be movement?

PART I · 02

Your body is *the instrument*

Every pose is built on posture. Get the foundation right and every pose looks better; get it wrong and no pose can save it.

Feet	Weight on the balls of the feet, never sunk into the heels.
Knees	Soft, never locked. Locked knees look stiff and make you sway.
Hips	Tuck the tailbone slightly; let one hip lead when you angle.
Spine	Imagine a string pulling the crown of your head to the ceiling.
Shoulders	Back and down, away from the ears. Tension always shows here first.
Neck	Long. Push the forehead forward slightly, chin a little down.
Breath	Breathe out just before each frame. It relaxes the face and shoulders.

10-MINUTE PRE-SHOOT WARM-UP

- 01 Neck rolls — slow half-circles, 5 each way
- 02 Shoulder rolls back — 10 times, then let them drop
- 03 Arm swings and wrist circles — loosen the hands
- 04 Side stretches — reach over, 5 each side
- 05 Hip circles — 10 each way
- 06 Ankle circles & calf raises — ready for heels
- 07 Face warm-up: wide smile, big ‘O’, scrunch, release × 5
- 08 Three slow breaths: in for 4, out for 6

Do this before every practice session and every shoot. Warm muscles move more smoothly, hold poses longer and are less likely to cramp.



Photo: Freddy Rezvanian / Unsplash

PART I • 03

Angles *& the camera*

The camera sees in two dimensions. Turning your body changes your shape on the photo. Learn three basic angles first, then mix them — body one way, face another.



0° — Front

Square to camera. Honest and direct. Used for digitals, headshots and product fronts. Widest view of the body.



45° — Three-quarter

The most flattering angle for most faces and bodies. Shows depth, cheekbones and the shape of a garment.



90° — Profile

Full side view. Elegant for beauty, jewellery and silhouettes. Needs a long neck and a clean jaw line.

Camera height

Chest or waist height makes legs look longer. Eye level is natural for portraits. High angles soften; low angles add power and height.

Closest = biggest

Whatever is nearest the lens looks largest. Keep hands and feet slightly back unless you want them to dominate.

Find your best side

Take ten selfies of each side in the same light. Most faces are slightly asymmetric — tell the photographer which side you prefer.

Body & face split

Turn the body 45° away and bring the face back to camera. This one move fixes most beginner photos.

PART I • 04

The ten *golden rules*

01 Shift your weight

Put most of your weight on the back leg. The hips angle and the front knee softens naturally.

02 Create the S-curve

Shoulders one way, hips the other. The body forms a gentle S — the base of feminine posing.

03 Make triangles

Bent elbows, bent knees and hands on hips create triangles. They add shape and energy.

04 Leave negative space

Keep a gap of light between your arms and waist, and between your legs.

05 If it bends, bend it

Elbows, wrists, knees and fingers should rarely be locked straight.

06 Soft hands

Show the side of the hand, fingers gently separated. Touch, never grab.

07 Chin forward & down

Push the forehead towards the lens and drop the chin a touch. Sharpens the jaw.

08 Shoulders down

Relaxed shoulders read as confidence. Raised shoulders read as nerves.

09 Intention in the eyes

Think a specific thought. Empty eyes kill even the best pose.

10 Move between frames

Change one small thing on every click — hand, head or weight. Never freeze.



Photo: Roman Holoschchuk / Unsplash

Five rules in one frame: weight on the back leg, S-curve, triangle at the elbow, negative space at the waist, soft hand.

PART I · 05

Face & expression

Your face tells the story; your body only sets the stage. Practise moving through this expression ladder in the mirror until you can switch on command.



Photo: Dmitry Ganin / Unsplash

Neutral

Relaxed face, lips together, eyes alive. Digitals, editorial.



Photo: Meg Wagener / Unsplash

Soft smile

Closed lips, warm eyes. Catalogue, lifestyle.



Photo: Michael Dam / Unsplash

Open smile

Teeth showing, cheeks lifted. Commercial, ads.



Photo: Mathilda Khoo / Unsplash

Laugh

Real, unguarded joy. Lifestyle, social.



Photo: Christian Bowen / Unsplash

Dreamy

Eyes soft or closed, chin lifted. Beauty, outdoor.



Photo: Cindy Süßengut / Unsplash

Editorial

Strong, direct, slightly cold. High fashion.

The ‘smize’

Smile with your eyes: lift the lower lids slightly as if about to laugh, while the mouth stays relaxed.

Eyes to lens

Look *through* the lens to a point behind it. Blink between frames, not during them.

Relaxed mouth

Lips slightly parted, tongue resting behind the teeth. Avoid pressing lips together hard.

Real smiles

Think of something genuinely funny. Fake smiles don’t reach the eyes and look stiff.

PART I • 06

Hands, legs *& feet*

Beginners worry about their face; professionals worry about their hands. Hands and feet are at the ends of every line in your body — get them wrong and the whole picture breaks.



Photo: Shoham Avisrur / Unsplash

TEN HAND RULES

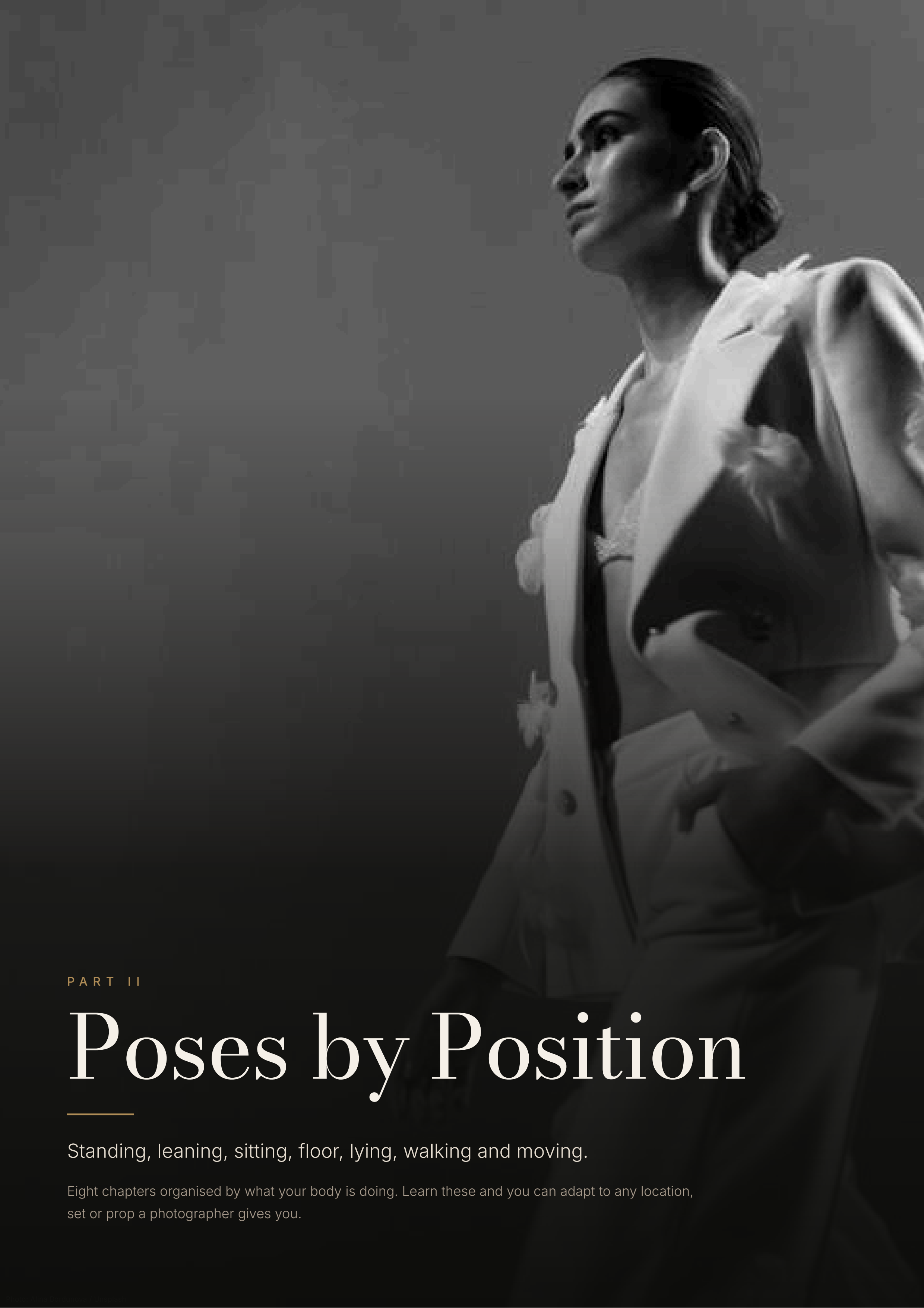
- ◆ Show the side of the hand, not the palm or back
- ◆ Fingers gently separated, slightly curved
- ◆ Touch the body or face lightly — never press or grab
- ◆ Bent wrist = soft, feminine line
- ◆ Give hands a job: hair, collar, bag, pocket, hat
- ◆ Hands on hips: rest on the hip bone, fingers forward
- ◆ Pockets: thumbs out, or slip in only to the knuckles
- ◆ Near the face: fingertips only, never a full palm
- ◆ Keep nails clean and neutral for every shoot
- ◆ If in doubt, drop them relaxed by your sides



Photo: Meritt Thomas / Unsplash

EIGHT LEG & FOOT RULES

- ◆ Weight on the back leg; front knee softly bent
- ◆ Cross the front foot over at the ankle for elegance
- ◆ Point the toes of the leg nearest the camera
- ◆ Seated: knees together and angled away from camera
- ◆ Seated: extend the leg closest to the camera
- ◆ Feet staggered, never side by side like a soldier
- ◆ In heels: walk heel-to-toe, small steps on set
- ◆ Barefoot: point or flex deliberately — never flat and slack



PART II

Poses by Position

Standing, leaning, sitting, floor, lying, walking and moving.

Eight chapters organised by what your body is doing. Learn these and you can adapt to any location, set or prop a photographer gives you.

PART II · CHAPTER 01

Standing *poses*

ST

Standing is where every model starts and where most frames are made. Master these eight and you can fill a catalogue day.

USE FOR	KEY SKILL	PRACTISE
Catalogue, lookbook, street, portfolio	Weight shift & hip angle	Full-length mirror, 10 min



Photo: Meritt Thomas / Unsplash

ST-01
The hip turn

Turn your body 45° from the camera with your weight on the back leg. Push the back hip out a little and bring your face back to the lens.

TIP Front knee soft, pointing towards camera.



Photo: Meritt Thomas / Unsplash

ST-02
Hand on hip, open smile

Rest one hand lightly on the hip bone with the elbow pointing back. Leave a gap of light between your arm and waist.

TIP Fingers together and relaxed — never a claw.



Photo: Freddy Rezvanian / Unsplash

ST-03
Arms-up power stance

Feet wider than hips, one knee bent. Lift both arms and rest your hands on the back of your head.

TIP Lengthen the neck; keep shoulders away from ears.



Photo: Meritt Thomas / Unsplash

ST-04
Thumb in pocket, profile

Stand side-on, hook one thumb into a front pocket and turn your head back towards the camera.

TIP Drop the shoulder nearest the camera.



Photo: Michael Kyule / Unsplash

ST-05
Relaxed casual

Weight on one leg, one hand lifted to the hair, the other resting in a pocket.

TIP Breathe out just before the click.



Photo: Oswald Elsaboath / Unsplash

ST-06
Arms on the frame

Stand against a fence or frame and lift both arms to rest on it. Bend one knee to break the straight line.

TIP Open, confident shape for summer looks.



Photo: PJ Wallace / Unsplash

ST-07
Street stance

Feet hip-width, one hand on the hip, chin lifted a touch for attitude.

TIP With sunglasses, tilt the chin slightly down to kill reflections.



Photo: Michael Kyule / Unsplash

ST-08
Hands in pockets

Slide your hands into the front pockets up to the knuckles, shoulders back and down.

TIP Thumbs out — never bury the whole hand.

PART II · CHAPTER 02

Leaning *on walls, rails & frames*

LN

A wall gives your body something to work against. Leaning poses look relaxed but every angle is planned.

USE FOR Street, lifestyle, denim, editorial	KEY SKILL Light contact, long lines	PRACTISE Any wall at home
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LN-01
Shoulder to wall
Rest one shoulder against the wall and cross the outside foot over at the ankle.

TIP Let the wall take only 20% of your weight.



LN-02
Back to wall, profile
Press your back to the wall, turn your face to a profile and let your gaze drift away.

TIP Lift the chin a fraction for a clean jawline.



LN-03
Arm up the wall
Raise the arm nearest the wall and rest your hand high on it. Cross the front leg.

TIP One long diagonal from fingertips to toes.



LN-04
Foot on the wall
Lean back, bend one knee and place that foot flat on the wall behind you.

TIP Classic street pose — keep the standing leg straight.



LN-05
Railing lean
Rest both forearms on a railing, lean forward slightly and look along the rail.

TIP Keep the back long; don't hunch.



LN-06
Sun-wall lean
Lean back against a sunlit wall, tilt your face into the light, eyes closed or looking up.

TIP Hard sun sculpts cheekbones — use it.

PART II · CHAPTER 03

Seated *on chairs & stools*

SE

Sitting poses are about creating length. Sit on the front of the seat, keep the spine tall and give your legs a direction.

USE FOR	KEY SKILL	PROPS
Studio, catalogue, editorial, lifestyle	Tall spine, angled knees	Stool, chair, apple box



SE-01
Bar-stool perch

Sit on the front edge of a tall stool, one foot on the rung, the other leg extended to the floor.

TIP Leg nearest camera goes long.



SE-02
Hands on waist, seated

Sit tall, knees together and angled, hands on the waist with elbows out.

TIP Strong graphic shape for catalogue.



SE-03
Armchair, crossed legs

Sit back in an armchair, cross the knees and point the toe of the top foot.

TIP Angle both legs away from camera.



SE-04
Side-saddle profile

Sit sideways on a chair, spine straight, hands resting on the knees. Shot in full profile.

TIP Shows a garment's silhouette perfectly.



SE-05
Chair-back hug

Sit sideways and fold your arms over the chair back; rest your cheek or chin on them.

TIP Soft, intimate portrait pose.



SE-06
Cross-legged in a big chair

Sit cross-legged in an oversized chair and play with your sunglasses.

TIP Playful lifestyle energy.



SE-07
Edge perch, knees up

Perch on the front of the seat, knees up, arms loosely around the legs.

TIP Point the toes to lengthen.



SE-08
Stool with hat

Sit on a stool with one foot on the rung and one hand on the hat brim.

TIP Props give your hands a job.

PART II · CHAPTER 04

Floor *sitting & crouching*

FL

Floor poses add variety to any set. Keep your spine long and use the floor to create triangles with your legs and arms.

USE FOR Editorial, casual, denim, ethnic	KEY SKILL Triangles & balance	WEAR Trousers or long skirts
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FL-01
Reclining on one elbow
Lie on your side propped on one elbow, top leg bent and crossed in front.

TIP Roll the top shoulder slightly to camera.



FL-02
Cross-legged lean
Sit cross-legged, lean a little forward with hands resting on the ankles; look off camera.

TIP Sit on a cushion edge to stay tall.



FL-03
Knee up, lean back
One knee up, the other leg folded flat; lean back on one hand.

TIP Rest your forearm on the raised knee.



FL-04
Knees hugged
Hug both knees to your chest and rest your chin or cheek on them.

TIP Soft, youthful — hands stay relaxed.



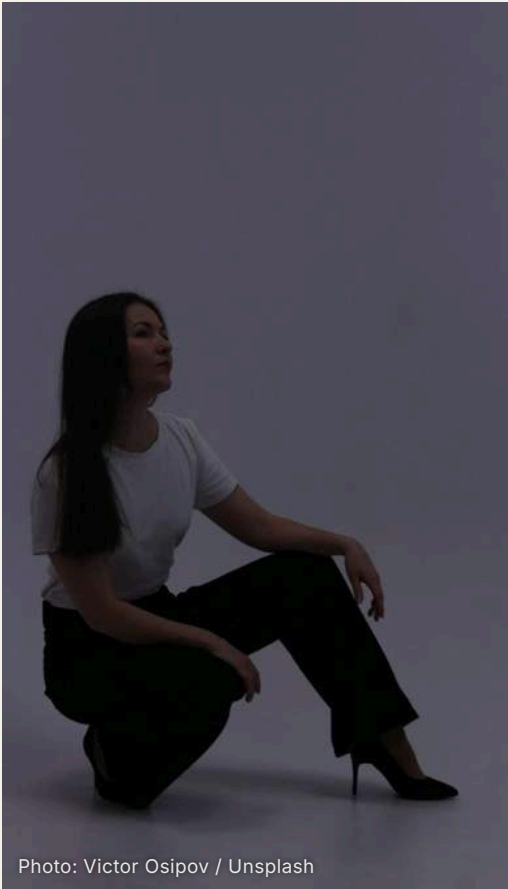
FL-05
Knees up, hands resting
Sit on the floor with knees bent and apart, hands resting on the knees; lean slightly forward.

TIP Relaxed street-style seat — chin towards camera.



FL-06
Side-sit (mermaid)
Fold both legs to one side and support yourself on the opposite hand.

TIP Knees together for a graceful line.



FL-07
Studio crouch
Squat low on the balls of your feet, knees apart, forearms resting on the knees.

TIP Back straight, chin up — powerful and editorial.



FL-08
Street crouch in heels
Drop one knee, balance on the other heel and bring a hand to your hair.

TIP Find balance first, then the expression.

PART II · CHAPTER 05

Lying *poses*

LY

Lying poses are shot from above or at ground level. They read as dreamy, romantic or high-fashion depending on expression.

USE FOR	KEY SKILL	NOTE
Editorial, beauty, outdoor, bridal	Chin & neck control	Clean ground, mat or blanket



Photo: Daria Magazzu / Unsplash

LY-01
On your back, arm overhead
Lie back with one arm above your head and your face turned slightly to camera. Shot from above.

TIP Fan your hair out behind you.



Photo: Clara Dickieson / Unsplash

LY-02
Propped on the elbows
Lie on your back propped on both elbows, one knee bent.

TIP Chin down so the neck stays long.



Photo: Elist Nguyen / Unsplash

LY-03
Face in the flowers
Lie on your front among flowers or grass, cheek resting on your hands.

TIP Photographer shoots at ground level.



Photo: Yegor Makarenko / Unsplash

LY-04
Head on hand
Lie on your side in the grass with your head resting on one hand, eyes closed or soft.

TIP Relax the hand — knuckles, not palm, to camera.



Photo: Sou Jest / Unsplash

LY-05
Draped gown
Lie back with the dress spread around you, one hand at the chest.

TIP Re-arrange the fabric before every frame.



Photo: Vadim Yefremov / Unsplash

LY-06
Upside-down editorial
Lie on your back with your head towards the camera; the frame is rotated later.

TIP Bold — eyes straight into the lens.

PART II · CHAPTER 06

Walking & the catwalk stride

WK

Walking shots sell movement. The camera fires as your front leg extends — so you must walk the same line again and again.

USE FOR Street, lookbook, e-commerce video, ramp	KEY SKILL Repeatable stride	PRACTISE 4-step lane, 10 runs
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Photo: Marcel Strauß / Unsplash

WK-01

Walk to camera

Walk a straight line towards the lens, one foot in front of the other, arms swinging naturally.

TIP Photographer shoots on the extended front leg.



Photo: Declan Sun / Unsplash

WK-02

Cross-frame walk

Walk across the frame with head level and eyes forward or turned to lens.

TIP Shows the outfit in profile and in motion.



Photo: Vladimir Yelizarov / Unsplash

WK-03

Strut in heels

Long, confident strides, shoulders back, hips leading.

TIP Look slightly past the camera, not into it.



Photo: ola szkolda / Unsplash

WK-04

Coat in motion

Walk briskly so the coat swings open; one arm relaxed by your side.

TIP Shoot in burst mode.



Photo: iam_os / Unsplash

WK-05

Look-back walk

Walk away from the camera, then glance back over your shoulder.

TIP Turn the head, not the whole body.



Photo: Gabrielle Henderson / Unsplash

WK-06

Dress stroll

Walk slowly with soft arms so the skirt flows around your legs.

TIP Slower pace = softer fabric movement.

PART II · CHAPTER 07

Movement

hair, fabric & jumps

MV

Movement shots look spontaneous but are repeated many times. Work on a count of three with the photographer.

USE FOR Campaigns, editorial, lifestyle	KEY SKILL Timing & repetition	TOOLS Fan, burst mode, flat shoes
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MV-01
Hair flip
Bend forward, then flick your head up and back on 'three'.
TIP Expect 5–10 tries for the shot.



MV-02
Wind in the hair
Face into the fan or breeze, chin up, eyes soft or closed.
TIP Fan 2–3 m away and slightly below.



MV-03
The twirl
Spin on the spot and let the skirt flare; shot mid-turn.
TIP Spot a point to avoid dizziness.



MV-04
Skirt hold, look back
Hold the skirt out to one side and look back over your shoulder.
TIP Lift the fabric away from your body.



MV-05
Joy jump
Jump with one knee bent and arms up; smile at the top.
TIP Point your toes in the air.



MV-06
Street jump
Tuck both knees and throw your arms wide.
TIP Flat shoes only — safety first.

PART II · CHAPTER 08

Stairs & architecture

AR

Steps, arches and doorways give you levels and frames. Use them to change leg heights and create depth.

USE FOR Street, occasionwear, lookbook	KEY SKILL Levels & framing	CHECK Safe footing, no traffic
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AR-01
Centred on the steps

Stand on a step facing camera, feet together, arms relaxed.

TIP Symmetry makes the frame.



AR-02
Foot on the step

Place one foot on a higher step, hand on the rail.

TIP Lengthens the leg line.



AR-03
Sitting on the steps

Sit on a step with one knee up and your forearm resting on it.

TIP Feet on different steps add depth.



AR-04
Collar adjust

Stand on the stairs and adjust your collar, looking off to the side.

TIP A 'doing' pose always looks natural.



AR-05
Climbing away

Walk up the steps holding the hem, then glance back.

TIP Great for long dresses.



AR-06
Gown on the staircase

Lift the gown slightly and step down, front leg forward.

TIP Grand and elegant for occasionwear.



PART III

Poses by Shoot Type

Digitals to bridal — the poses each kind of client expects.

Nineteen chapters, each built around a real kind of booking: what the client is selling, the light and wardrobe to expect, and the poses that deliver it.

PART III · CHAPTER 01

Digitals & polaroids

DG

Digitals are the unretouched photos agencies and clients use to judge you. Simple clothes, little makeup, plain wall, natural light — and no 'posing'.

WEAR Fitted basics, heels, no jewellery	LIGHT Window light or one soft source	FRAMES Six, every time
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DG-01
Full length, front

Stand square to camera, feet hip-width, arms relaxed by your sides.

TIP Camera at chest height so legs aren't shortened.



DG-02
Full length, side

Turn a full 90°. Shoulders level, chin parallel to the floor.

TIP Shoot both sides.



DG-03
Back view

Back to the camera, hands lightly on the hips, hair off the shoulders.

TIP Shows posture and silhouette.



DG-04
Headshot, front

Face the lens, lips together, neutral expression; hair off the face.

TIP Agencies want to see your bone structure.



DG-05
Headshot, three-quarter

Turn your body 45°, face follows halfway; chin forward and down.

TIP Repeat for your other side.



DG-06
Natural smile

One genuine, relaxed smile showing teeth.

TIP Think of something funny — don't 'say cheese'.

PART III · CHAPTER 02

E-commerce & catalogue

EC

Online stores need clear, consistent pictures. The product leads; you present it. Expect 50–150 looks in a day, so stamina and repeatable poses matter.

LIGHT Even, shadowless studio light	RHYTHM Front · ¾ · side · back · detail	RULE Never hide the product
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Photo: Brian Lawson / Unsplash

EC-01

Hip-angle front

Body slightly turned, weight on the back leg, arms away from the garment.

TIP Show waistband and neckline clearly.



Photo: Brian Lawson / Unsplash

EC-02

Hands on head

Lift both hands to the back of the head to open the torso.

TIP Good for tops and activewear catalogues.



Photo: Victoria Krivchenkova / Unsplash

EC-03

Three-quarter turn

Turn 45° from the camera, one hand lightly touching the jacket edge.

TIP Show both front and side of the garment.



Photo: Shahenaz India / Unsplash

EC-04

Ethnic catalogue front

Stand straight, feet together, hands soft by the sides; show the full kurta and dupatta.

TIP Smile lightly — warm but simple.



Photo: PRAHANT STUDIO / Unsplash

EC-05

Gown, catalogue

Stand tall with one foot slightly forward so the hem falls cleanly.

TIP Hands relaxed so the bodice stays visible.



Photo: Mayur Roxan / Unsplash

EC-06

Gown on colour

Hand on hip, weight back, long line from shoulder to hem.

TIP Check the slit and train fall right.

PART III · CHAPTER 03

Headshots & portraits

HS

Your headshot is your business card. Small changes in chin, eyes and shoulders make the difference between a nice photo and a booking photo.

FRAMING	KEY SKILL	GROOMING
Head & shoulders, 85 mm	Chin, eyes, shoulders	Clean skin, neat brows



Photo: Jorik Kleen / Unsplash

HS-01
Soft smile, front

Shoulders angled, face square to camera, gentle closed-mouth smile.

TIP Push the forehead slightly towards the lens.



Photo: Zoran Borojevic / Unsplash

HS-02
Confident neutral

Square shoulders, direct eye contact, lips relaxed.

TIP Think 'I know something you don't'.



Photo: Andre Styles / Unsplash

HS-03
Three-quarter, soft gaze

Turn 30° away and bring the eyes back to camera.

TIP Slight squint of the lower lids.



Photo: Riccardo Vicidomini Varotto / Unsplash

HS-04
Hand at the collar

Bring one hand up to the collar or neckline, fingers soft.

TIP Only touch — never pull.



Photo: Ana Itonishvili / Unsplash

HS-05
Over the shoulder

Turn the body away and look back over your shoulder.

TIP Classic, elegant and timeless.



Photo: Matt Reiter / Unsplash

HS-06
Bare-face honesty

Front-on, no expression, hair back — the truest portrait.

TIP Used by agencies to judge skin and features.

PART III · CHAPTER 04

Beauty & makeup

BT

Beauty shoots are close-ups for cosmetics, skincare and hair brands. Every millimetre counts: slow movements, steady hands, still face.

FRAMING	KEY SKILL	PREP
Face, 85–105 mm macro	Micro-movements	Skin prep, manicure, groomed brows



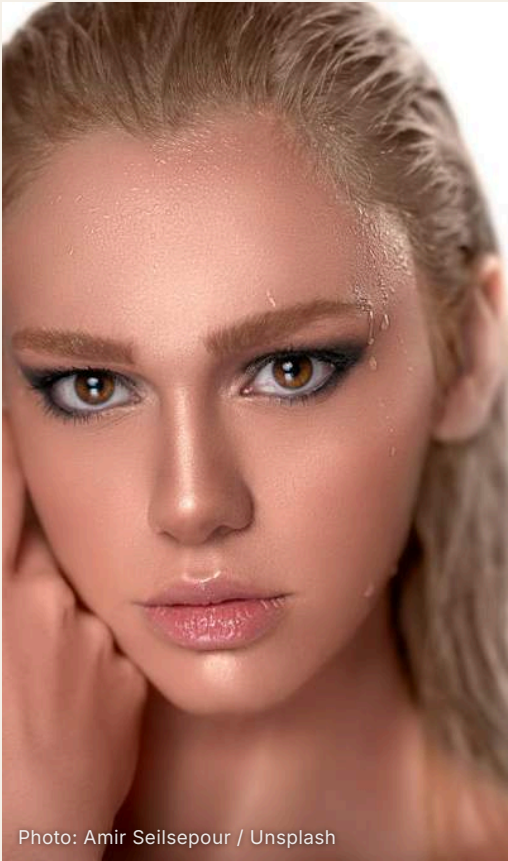
BT-01
Hands in the hair
Push both hands back through your hair from the hairline; elbows wide.

TIP Shows hair and full makeup.



BT-02
Lipstick application
Apply the product slowly, mouth slightly open, eyes down to the lips.

TIP A 'doing' shot sells the product.



BT-03
Framing hands
Fingertips frame the face from cheek to jaw.

TIP Soft fingers, nails to camera.



BT-04
Hand at the neck
One hand rests at the side of the neck, chin lifted slightly.

TIP Lengthens the neck line.



BT-05
Hair in motion
Turn the head quickly so the hair moves; lips parted.

TIP Great for haircare brands.



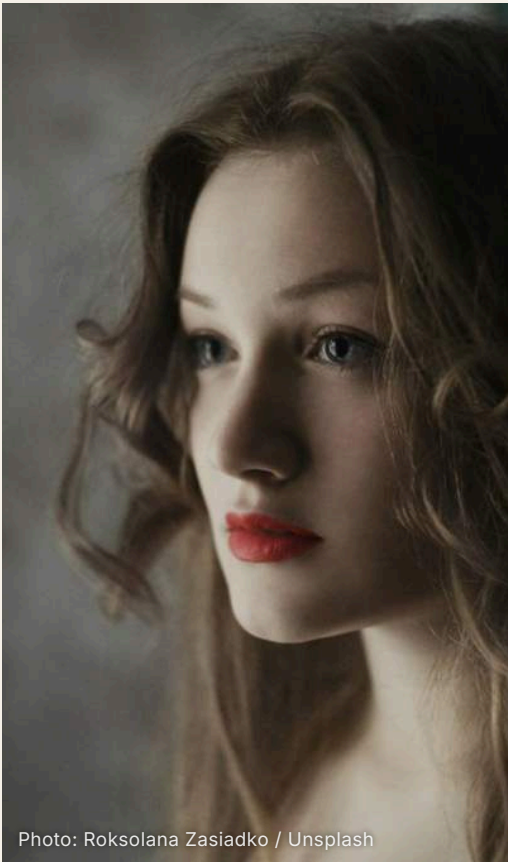
BT-06
Chin on hand
Rest your chin lightly on one hand, eyes up to the lens.

TIP Hold your own weight — don't squash the cheek.



BT-07
Both hands to cheeks
Hands cup the cheeks lightly, eyes direct.

TIP Skincare classic — clean nails essential.



BT-08
Downward profile
Turn to profile and look down; light falls on cheekbone and lashes.

TIP Shows eye makeup and lashes.

PART III · CHAPTER 05

Jewellery & hand modelling

JW

For jewellery the piece is the star. Move slowly, keep hands relaxed and always turn the stone or clasp towards the light.

FRAMING	PREP	RULE
Close-up and macro	Moisturised hands, neat nails	No competing accessories



Photo: Kateryna Hliznitsova / Unsplash

JW-01
Earring peek

Tuck your hair behind the ear and turn your face away from camera.

TIP Jaw relaxed, earring catches the light.



Photo: Helen Ngoc N. / Unsplash

JW-02
Earring close-up

Tilt the head slightly so the earring hangs free; hand rests at the collarbone.

TIP Hold still — macro magnifies every move.



Photo: Zulfugar Karimov / Unsplash

JW-03
Profile with earrings

Full profile, hand lightly lifted to the hairline.

TIP Long neck, shoulders down.



Photo: Olegs Johins / Unsplash

JW-04
Spread hand

Open the hand with fingers gently separated; ring faces camera.

TIP Back of the hand towards the lens.



Photo: Jimmy Conover / Unsplash

JW-05
Hand on the body

Rest the hand flat on your waist or thigh so the ring sits centre frame.

TIP Relax the fingers — no tension in the knuckles.



Photo: Shoham Avisrur / Unsplash

JW-06
Fingers to the lips

Bring stacked fingers to the lips; rings turned to the light.

TIP Beauty and jewellery in one frame.



Photo: Anastasia Anastasia / Unsplash

JW-07
Bracelet reach

Extend the arm and let the bracelet or chain fall naturally.

TIP Use the side of the hand.



Photo: Christian Agbede / Unsplash

JW-08
Necklace frame

Both hands at the neckline, fingertips pointing to the necklace.

TIP Frames the piece without covering it.

PART III · CHAPTER 06

Accessories *bags, sunglasses, hats & scarves*

AC

Accessories give your hands something to do. Hold them lightly, keep logos and hardware facing the lens and never let them hide your face.

USE FOR	KEY SKILL	RULE
Brand shoots, street, social	Product to camera	Hardware and logo visible



AC-01
Bag held in front
Hold the handle with both hands at hip level; the bag sits centre frame.

TIP Keep arms soft and slightly away.



AC-02
Bag at the hip
Carry the bag by the handle at your side, wrist relaxed.

TIP Turn the clasp towards the camera.



AC-03
Clutch at the waist
Hold a clutch flat across your waist with both hands.

TIP Nails clean — hands are in the shot.



AC-04
Sunglasses touch
Lift one hand to the frame of your sunglasses.

TIP Touch the temple, don't cover the lens.



AC-05
Sunglasses laugh
Head turned up, sunglasses on, big natural laugh.

TIP Perfect lifestyle energy.



AC-06
Hat brim hold
Hold the hat brim with one hand, the other reaches towards camera.

TIP Brim shades the eyes — chin up slightly.



AC-07
Hat portrait
Tilt the hat brim down a little and look up from underneath.

TIP Mysterious, editorial feel.



AC-08
Scarf in the wind
Hold one end of the scarf and let the wind lift it.

TIP Shoot in burst; fabric moves fast.

PART III · CHAPTER 07

Editorial & high fashion

ED

Editorial is storytelling. Angular shapes, strong expression and unusual compositions are welcome — as long as every part of the body is intentional.

USE FOR	LIGHT	ENERGY
Magazines, designer shoots, portfolio	Hard light, shadows, colour	Bold, angular, still



Photo: Anni Peng / Unsplash

ED-01
Seated tailoring

Sit low with knees apart, hands clasped, direct stare.

TIP Exaggerated, structured shapes.



Photo: mohammad majid / Unsplash

ED-02
Shadow play

Step into a band of hard light and let half the body fall into shadow.

TIP Find the light with your face.



Photo: Igor Rand / Unsplash

ED-03
Colour & prop

Hold a prop (fruit, flower) at chest height, look away.

TIP Story-telling through objects.



Photo: Shot by Cerqueira / Unsplash

ED-04
Grounded squat

Low wide squat in tailoring, elbows on knees, chin in hand.

TIP Unexpected = editorial.



Photo: Mila Vasileva / Unsplash

ED-05
Kick in motion

Kick the leg up and back so the skirt flares; frame crops to legs.

TIP Fashion is sometimes just the garment.



Photo: Ali Aziz / Unsplash

ED-06
Lounge lean

Sit back with legs crossed high, bag on the lap, chin down.

TIP Old-money attitude.



Photo: Alina Bordunova / Unsplash

ED-07
Monochrome stride

Mid-stride in strong tailoring, head turned, eyes off camera.

TIP Long jackets love movement.



Photo: Nick Karvounis / Unsplash

ED-08
Coat wrap

Wrap the coat around you, one arm across the body.

TIP Black & white rewards shape.

PART III · CHAPTER 08

Commercial *lifestyle & TVC print*

LS

Commercial work sells a feeling — happy, relaxed, believable. The best commercial models look like they are not posing at all.

USE FOR	KEY SKILL	ENERGY
Ads, hoardings, social, TVC stills	Natural acting	Warm, candid, real



Photo: amin naderloei / Unsplash

LS-01
Café daydream

Rest your cheek on your hand at a table, soft smile, eyes off camera.

TIP Think of a happy memory.



Photo: Enes Dogan / Unsplash

LS-02
Window-seat moment

Sit at a pavement table, look out at the street.

TIP Hands busy with a cup or phone.



Photo: Johan Mouchet / Unsplash

LS-03
Table for one

Sit at an outdoor café, legs crossed, coffee in hand.

TIP Lifestyle brands love 'everyday' moments.



Photo: Enes Dogan / Unsplash

LS-04
Sip & smile

Take a sip through a straw and smile with the eyes.

TIP Product interaction sells drinks.



Photo: Woody Yan / Unsplash

LS-05
On the bicycle

Stand astride the bike, one hand on the handlebar, look over your shoulder.

TIP Movement props tell a story.



Photo: Noah Black / Unsplash

LS-06
Laughing street portrait

Head tilted, sunglasses on, genuine laugh.

TIP Ask the photographer to make you laugh.



Photo: Megan Bucknall / Unsplash

LS-07
Big laugh

Eyes closed, mouth open, full laugh.

TIP Real laughter can't be faked — let go.



Photo: Happy Face Emoji / Unsplash

LS-08
Rainy-day umbrella

Hold the umbrella over one shoulder and look along the street.

TIP Weather props sell seasonal campaigns.

PART III · CHAPTER 09

Outdoor & golden hour

GH

The hour before sunset gives warm, soft light. Put the sun behind you for a glow, or let it fall across your face for drama.

TIME	KEY SKILL	WEAR
1 hour before sunset	Finding the light	Flowing dresses, soft colours



GH-01
Field stance
Stand in an open field, one hand gathering the dress, soft smile.

TIP Sun behind you = glowing outline.



GH-02
Arms to the sky
Back to camera, arms lifted to frame the sun.

TIP Silhouette — shape is everything.



GH-03
Bench in the sun
Sit on a bench with legs tucked, lean on the armrest.

TIP Turn your face into the warm light.



GH-04
Backlit portrait
Turn three-quarter to camera with the sun behind your head.

TIP Ask for a reflector to lift the face.



GH-05
Sunset colour
Stand in the last light with one shoulder lifted.

TIP Strong colours glow in golden hour.



GH-06
Hat & heels on the path
Feet apart on a dirt path, hand on the hat.

TIP Country and boho brands love this.

PART III · CHAPTER 10

Denim & streetwear

DN

Street style is relaxed, confident and a bit cool. Wide stances, crouches and sitting on anything are all welcome.

USE FOR	LOCATION	ENERGY
Youth brands, denim, sneakers	Walls, graffiti, benches	Relaxed attitude



DN-01
Jacket open, head down
Hold the denim jacket open, chin dropped, hair across the face.

TIP Low camera, sky behind.



DN-02
Jacket slip
Slip the jacket off one shoulder, bend one knee and drop the hip.

TIP Shows jacket and jeans together.



DN-03
Arms crossed, tall
Stand straight, cross both arms over a cropped jacket.

TIP Minimal, clean, confident.



DN-04
Power crouch
Bend both knees wide, hands on knees, look sideways.

TIP Strong street energy.



DN-05
Graffiti perch
Sit on a wall or ledge with one leg up on it.

TIP Colourful walls pop with denim.



DN-06
Bench sprawl
Sit wide on a bench, one sneaker up on the seat.

TIP Show the shoes — they're often the product.

PART III · CHAPTER 11

Tailoring & formalwear

TL

Suits and blazers want clean lines and quiet confidence. Keep movements small and posture strong.

USE FOR	KEY SKILL	DETAIL
Workwear, corporate, menswear-inspired	Posture & stillness	Buttons, lapels, cuffs



Photo: Nassim Boughazi / Unsplash

TL-01
City stance

Stand straight with feet slightly apart, bag held low.

TIP Corporate campaigns love this.



Photo: ANHELINA OSAULENKO / Unsplash

TL-02
Low-light blazer

Turn the body away, hand in the pocket, face into the light.

TIP Moody and premium.



Photo: Olga Zhuravleva / Unsplash

TL-03
Arms folded

Fold arms high on the chest, weight on one leg, soft smile.

TIP Confident leader energy.



Photo: Roman Holoschchuk / Unsplash

TL-04
Hand on hip, suit

One hand on the hip, jacket open, other hand in pocket.

TIP Keep the jacket line clean.



Photo: Mirko di Micco / Unsplash

TL-05
Buttoning the jacket

Look down and fasten a button as if getting ready.

TIP 'Doing' poses look natural.



Photo: Bruno Ngarukiye / Unsplash

TL-06
Oversized blazer

Stand side-on, blazer worn as a dress, hands relaxed.

TIP Long legs, short jacket = great proportion.

PART III · CHAPTER 12

Gowns & occasionwear



Evening and occasion wear is about drama and grace. Move slowly, hold the fabric and give the dress room to spread.

USE FOR Couture, bridal, party wear	KEY SKILL Fabric control	HELP A stylist to arrange the train
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GW-01
Slit-leg stance
Step the leg forward through the slit, shoulders back.

TIP Point the front toe.



GW-02
Ball-gown sway
Hold the skirt slightly out and lean into a wall or column.

TIP Volume needs space around you.



GW-03
Mermaid line
Stand in profile, hand on hip, train swept behind.

TIP Shows the fitted silhouette.



GW-04
On the stone steps
Stand on a step with the train flowing down below you.

TIP Architecture adds grandeur.



GW-05
Back of the gown
Turn your back to camera and look over the shoulder.

TIP Many gowns are designed from the back.



GW-06
Fairy-tale lean
Lean back against a tree, hands resting on the skirt.

TIP Soft, romantic storytelling.

PART III · CHAPTER 13

Saree *poses*

SR

A saree rewards grace and slow movement. Show the pallu, the border and the drape — and keep the pleats neat in every frame.

USE FOR	KEY SKILL	HELP
Ethnic catalogue, festive, bridal	Pallu & pleat control	Pin the pleats before shooting



SR-01
Earring touch, festive
Stand angled, one hand lightly at the earring, the other holding the pallu.

TIP Show bangles and the blouse sleeve.



SR-02
Pallu across the body
Hold the pallu across the front, hand at the shoulder; smile.

TIP Bright backgrounds lift silk colours.



SR-03
Backlit drape
Stand in soft backlight, hands holding the pallu edge.

TIP Golden-hour glow for handloom.



SR-04
Tree lean
Lean against a tree with one hand, the pallu falling free.

TIP Natural setting for cottons.



SR-05
Namaste welcome
Palms together at the chest, gentle smile, head slightly bowed.

TIP Perfect for festive and hospitality.



SR-06
Railing elegance
Stand by a balcony rail, one hand on it, body turned to camera.

TIP Shows the full drape length.

PART III · CHAPTER 14

Lehenga & bridal

BR

Bridal and lehenga shoots are about richness and detail: embroidery, jewellery, dupatta. Expression is soft, proud and joyful.

USE FOR Bridal, festive, couture	KEY SKILL Dupatta & jewellery	TIME Allow extra for dressing
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Photo: Harsh Gupta / Unsplash

BR-01
The bridal stance

Stand facing camera, dupatta over the head, hands holding the lehenga.

TIP Spread the skirt out before the frame.

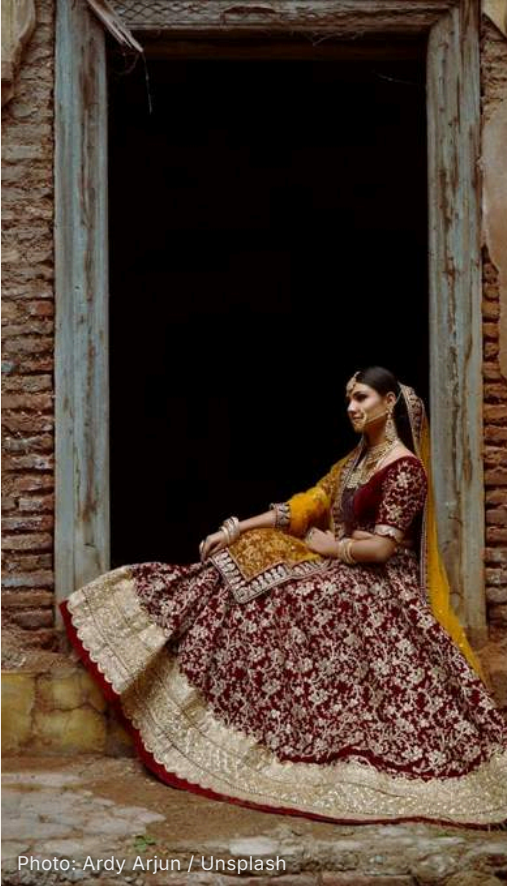


Photo: Ardy Arjun / Unsplash

BR-02
Seated in the doorway

Sit on a step with the lehenga spread around you.

TIP Frame within a frame.



Photo: Bulbul Ahmed / Unsplash

BR-03
Dupatta from the head

Let the dupatta fall from the head down one side; hands relaxed at the skirt.

TIP Shows the full length of the dupatta border.



Photo: Nishant Kulkarni / Unsplash

BR-04
Dupatta flare

Hold the dupatta out wide and let it catch the air.

TIP Burst mode for the perfect shape.



Photo: Bella Pon Fruitsia / Unsplash

BR-05
Jewellery peek

Hold an ornament or hand in front of one eye.

TIP Playful, editorial bridal.



Photo: Alok Verma / Unsplash

BR-06
Eyes lowered

Look down softly, dupatta framing the face.

TIP The classic shy-bride portrait.



Photo: AMISH THAKKAR / Unsplash

BR-07
Adjusting the maang tikka

Touch the tikka lightly, eyes to camera.

TIP A 'getting ready' detail shot.

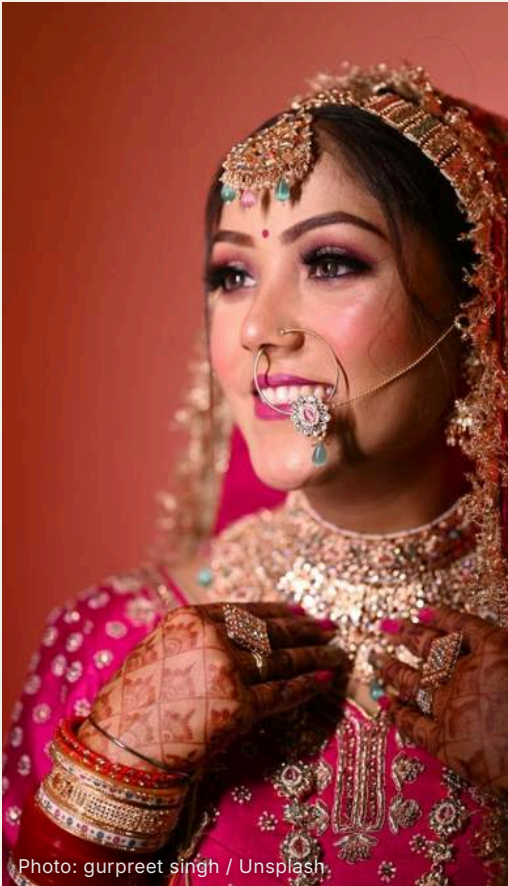


Photo: gurpreet singh / Unsplash

BR-08
Hand with mehendi

Raise the hand to the face so the mehendi and bangles show.

TIP Hands are half the bridal story.

PART III · CHAPTER 15

Kurta & fusion wear

KR

Kurtas, anarkalis and co-ords need natural, graceful poses. Show the neckline embroidery, the hem and the dupatta.

USE FOR	KEY SKILL	DETAIL
Ethnic e-commerce, festive	Relaxed grace	Neckline & hem



KR-01
Seated on the grass
Sit with legs folded to one side, hand at the hair.

TIP Show the full spread of the kurta.



KR-02
Cross-legged outdoor
Sit cross-legged, hands in the lap, gentle smile.

TIP Relaxed festive mood.



KR-03
Hand to the hair
Sit on the ground, tuck hair behind the ear, smile.

TIP Shows the embroidered sleeve.



KR-04
Walking in a sharara
Walk towards camera so the sharara flares.

TIP Flared bottoms need movement.



KR-05
Dupatta on the shoulder
Stand angled, dupatta over one shoulder, hand holding its edge.

TIP Simple, clear catalogue look.



KR-06
Kurta flare hold
Hold the sides of the kurta out slightly to show the flare.

TIP Textured backgrounds suit cotton prints.

PART III · CHAPTER 16

Fitness & activewear

FT

Activewear sells strength and movement. Poses should look athletic and real — mid-movement, stretching or resting after effort.

USE FOR	KEY SKILL	WARM UP
Sportswear, gyms, yoga brands	Real movement	Always before stretching



FT-01
Sporty wall lean
Lean on a wall, one arm up, bag in the other hand.

TIP Show logo and fabric texture.



FT-02
Knee-lift stretch
One arm up the pillar, knee lifted, gym bag in hand.

TIP Lifestyle side of activewear.



FT-03
Overhead stretch
Stretch both arms overhead, eyes closed or to camera.

TIP Shows the fit of the top and leggings.



FT-04
Balance pose
Hold a yoga balance with hands in prayer.

TIP Only poses you can safely hold.



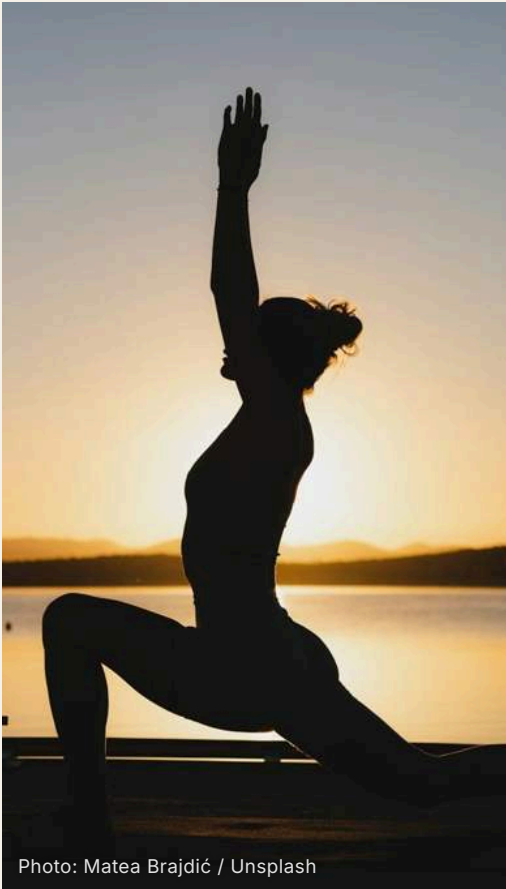
FT-05
Dancer's pose
Reach one hand forward, hold the foot behind you.

TIP Stretch first — this needs flexibility.



FT-06
Seated namaste
Sit cross-legged on a mat, hands at the chest.

TIP Calm, mindful yoga mood.



FT-07
Lunge silhouette
Low lunge with one arm raised against the sunset.

TIP Silhouettes need a clean shape.



FT-08
Triangle stretch
Wide legs, one hand down, the other to the sky.

TIP Look up along your top hand.

PART III · CHAPTER 17

Resort & beachwear

RS

Resort shoots sell holidays: light dresses, wind, water and warm light. Keep movements easy and expressions relaxed.

USE FOR Resortwear, travel, summer	KEY SKILL Wind & water	SAFETY Check rocks and tides
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RS-01
Standing in the surf

Stand on a rock with water around you, dress caught by the wind.

TIP Find solid footing first.



RS-02
Fabric over the head

Hold a sheer fabric above your head against the sunset.

TIP The fabric becomes a frame.



RS-03
Hat & ocean view

Back to camera, both hands on your hat, looking at the sea.

TIP Classic travel campaign shot.



RS-04
Beach laugh

Lean slightly forward, playful expression, dress loose.

TIP Movement and joy over perfection.



RS-05
On the rocks

Stand at the edge of rocks, hands at your hair.

TIP Wide shot for drama.



RS-06
Wading pose

Walk through shallow water, head turned to the horizon.

TIP Lift the hem so it stays dry.

PART III · CHAPTER 18

Curve *modelling*

CV

Curve models book across fashion, lingerie, denim and activewear. The principles are the same: angles, space between limbs, and confidence.

USE FOR	KEY SKILL	NOTE
Inclusive fashion, denim, beauty	Angles & confidence	Fit expertise is valued



CV-01
Arms in the archway
Stand in an arch, one arm up on the frame, weight on the back leg.

TIP Creates an hourglass line.



CV-02
Sequin twirl
Hold the skirt and turn on the spot; head up.

TIP Party wear needs sparkle and movement.



CV-03
Hands in the hair
Both hands lift through the hair, body angled.

TIP Opens the frame and lengthens.



CV-04
Hat framing
Hands touch the hat brim, chin slightly down.

TIP Soft and feminine.



CV-05
Steps laugh
Sit on the steps, hat in hand, big laugh.

TIP Personality books commercial jobs.



CV-06
B&W hand to head
Arm raised over the head, direct stare.

TIP Strong, editorial confidence.

PART III · CHAPTER 20

Ramp & runway basics

RW

Ramp walking is its own skill, separate from photo posing. Fashion weeks, designer shows and pageants all expect a confident, consistent walk.

01 Posture

Tall spine, shoulders back and down, chin parallel to the floor, eyes fixed on a point at the end of the ramp.

02 The walk

Place one foot directly in front of the other, toes slightly out. Lead with the hips, not the shoulders. Arms swing naturally and close to the body.

03 Pace

Even and unhurried — follow the music's beat. Never rush the turn.

04 End of ramp

Stop, shift weight onto one leg, hold a clean pose for 2–3 seconds facing the photographers, then turn.

05 The turn

Pivot on the balls of the feet, keep the head up, and walk back without looking down.

06 Practice

Mark a straight line on the floor with tape. Walk it in heels with a book on your head — 20 lengths a day.

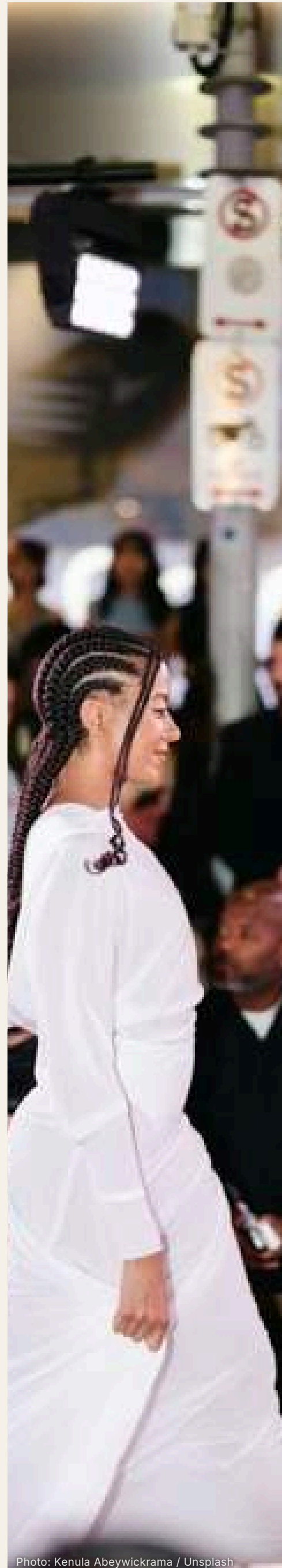


Photo: Kenula Abeywickrama / Unsplash



Photo: Kenula Abeywickrama / Unsplash

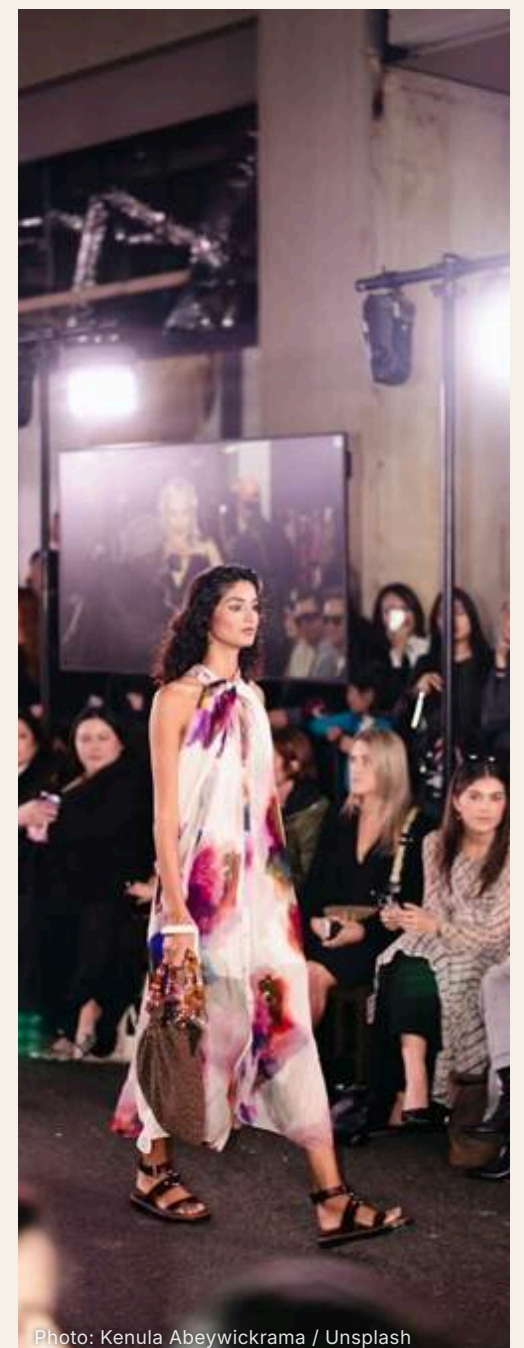


Photo: Kenula Abeywickrama / Unsplash



PART IV

The Professional Model

How to work on set, avoid mistakes and keep improving.

Talent gets you noticed. Professionalism gets you booked again. This part covers set language, common mistakes, your shoot-day kit, an eight-week practice plan and how to stay safe.

PART IV · 01

Speak the language *of the set*

Photographers direct fast. Know these terms and you will respond instantly — which is one of the main reasons models get rebooked.

“Chin down” Lower your chin slightly towards your chest.

“Give me three-quarter” Turn your body 45° from camera.

“Shoulder to camera” Lead with the shoulder nearest the lens.

“Eyes to lens / eyes off” Look into the camera / look away from it.

“Flow” Move slowly through small pose changes non-stop.

“Reset” Return to your starting position.

Call time The time you must arrive — not start shooting.

TFP Time for prints: unpaid collaboration in exchange for images.

Usage rights Where and how long the client can use your images.

Look One complete outfit, hair and makeup setup.

Go-see A short meeting with a client or casting team.

“Forehead to me” Push your face forward towards the lens.

“Profile” Turn a full 90° side-on.

“Pop the hip” Push one hip out to create a curve.

“Soften” Relax your face, hands or expression.

“Hold it” Freeze exactly where you are.

“Give me energy” Bigger expression, more movement.

Wrap The shoot is finished.

Comp card Your printed card with best images and measurements.

Buyout A one-time fee for wider or longer image usage.

Half-day / full-day Typical booking lengths: about 4 or 8 hours.

Model release The document permitting use of your photos — read before you sign.

PART IV · 02

Twelve common mistakes *& fixes*

Every new model makes these. Read them before each practice session and check your phone videos against them.

MISTAKE
Stiff, locked limbs

FIX
Bend every joint a little and breathe out before each frame.

MISTAKE
Same pose every frame

FIX
Change one thing per click: hand, head, weight or expression.

MISTAKE
Claw or fist hands

FIX
Show the side of the hand with soft, separated fingers.

MISTAKE
Arms flat against the body

FIX
Leave a gap of light at the waist.

MISTAKE
Double chin

FIX
Forehead forward, chin out and slightly down.

MISTAKE
Raised shoulders

FIX
Roll them back and drop them before every frame.

MISTAKE
Dead eyes

FIX
Hold a specific thought or feeling in your mind.

MISTAKE
Forced smile

FIX
Think of something genuinely funny; laugh, then soften.

MISTAKE
Hiding the product

FIX
Hands and hair away from prints, logos, necklines and pockets.

MISTAKE
Looking at your feet

FIX
Find your mark once, then keep your eyes up.

MISTAKE
Rushing

FIX
Hold each pose for a beat so the photographer can capture it.

MISTAKE
Asking 'Is this OK?' every frame

FIX
Trust the direction; check in at natural breaks.

PART IV · 03

Shoot day — *before, during & after*

YOUR MODEL BAG

- ☐ Nude seamless underwear and strapless bra
- ☐ Black and nude heels, plus flats or sneakers
- ☐ Fitted black top and blue jeans (digitals)
- ☐ Basic makeup kit, concealer, blotting papers
- ☐ Hairbrush, hair ties, pins, dry shampoo
- ☐ Moisturiser for hands, nail file, clear polish
- ☐ Safety pins, double-sided tape, lint roller
- ☐ Water, light snacks, phone charger
- ☐ Photo ID and printed model release (if any)
- ☐ Robe or wrap for changing between looks

THE DAY BEFORE

- ◆ Confirm call time, location, contact name and wardrobe brief
- ◆ Practise your six chosen pose codes
- ◆ Hydrate, avoid salty food and alcohol
- ◆ Sleep 8 hours — it shows in the eyes
- ◆ Manicure: clean, short, neutral nails
- ◆ Wash hair unless told otherwise

ON SET

- ◆ Arrive 15 minutes before call time
- ◆ Introduce yourself to everyone on the team
- ◆ Ask: product, mood, any poses to avoid
- ◆ Warm up while hair and makeup finish
- ◆ Keep your phone away while shooting
- ◆ Respect the clothes — no eating in samples

AFTER THE SHOOT

- ◆ Thank the team; ask for honest feedback
- ◆ Note what worked in your practice journal
- ◆ Agree when and how you receive images
- ◆ Credit the team when you post



PART IV · 04

Your eight-week *practice plan*

Fifteen minutes a day beats three hours once a week. Follow this plan, film yourself and keep a short practice journal.

WEEK 1 Posture & warm-up Part I pages 05–06. Daily posture check against a wall.	WEEK 2 Angles & expressions Find your best side. Expression ladder in the mirror. Take your digitals.	WEEK 3 Standing & leaning Chapters ST and LN. Film every code in three variations.	WEEK 4 Seated, floor & lying Chapters SE, FL and LY. Practise with a chair and a mat.
WEEK 5 Walking & movement Chapters WK, MV and Ramp. 20 tape-line walks a day.	WEEK 6 Your categories Choose 3–4 chapters from Part III that suit you; master them.	WEEK 7 First test shoot Bring six codes. Review images with the photographer.	WEEK 8 Portfolio edit Choose 12–20 best images; create your ZJELL Models portfolio.

DAILY 15-MINUTE ROUTINE

- ◆ 3 min warm-up (page 06)
- ◆ 6 min mirror: one chapter, every code twice
- ◆ 4 min phone video: three variations per pose
- ◆ 2 min review: write down one improvement

SELF-ASSESSMENT — TICK WHEN TRUE

- ☐ I can hold a pose with soft hands and no tension
- ☐ I can switch between six expressions on command
- ☐ I know my best side and my best angles
- ☐ I can sit, lean and lie down gracefully in a skirt
- ☐ I can walk a straight line in heels without looking down
- ☐ I respond to directions like ‘chin down’ instantly
- ☐ I can show a product without hiding it
- ☐ I can flow through 12 poses without repeating one



PART IV · 05

Stay safe. *Stay professional.*

The modelling industry is full of good people — and a few who take advantage of new models. Know the rules before anyone else tells you what they are.

RED FLAGS — WALK AWAY

- ◆ Anyone asking you to pay to be ‘selected’, for a guaranteed contract or for an expensive compulsory portfolio
- ◆ Pressure to shoot nude, lingerie or anything you did not agree to in writing
- ◆ Shoots at private homes or hotel rooms with no team present
- ◆ Requests to keep the shoot secret from family
- ◆ No written agreement about how images will be used
- ◆ Offers that sound too good to be true — they usually are

GOOD PRACTICE — ALWAYS

- ◆ Research every photographer and agency before you agree
- ◆ Bring a friend or chaperone to a new team’s shoot
- ◆ Share the location and timings with someone you trust
- ◆ Agree wardrobe, concept and usage in writing first
- ◆ Read every model release before signing
- ◆ You can say no to any pose, outfit or touch — at any time

UNDER 18

A parent or guardian must manage the account, approve every booking and be present on set. No swimwear, lingerie or direct private messaging. On ZJELL Models, minors are represented through a guardian account only.

ZJELL MODELS STANDARDS

Verified accounts · vetted clients · closed sets · no artistic-nude category · enquiries handled by the ZJELL desk. ZJELL Models never charges models to create or publish a portfolio during the free launch phase.



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NEXT STEP

Ready to be *seen?*

Practise the poses, take your digitals, shoot your first tests — then create your free portfolio on ZJELL Models and let vetted clients find you.

zjellmodels.com/join

Free portfolio publishing · Public or private ·
Desk-handled booking enquiries

ZJELL

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